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Subject: Price Plus Program- Nov./Dec.

ROU Communication To Retail Divisions: SIS access primary supplier # 425769 (Supermarkets only)

Listed below are Price Plus Programs and inclusive dates for November and December:

November 9- December 10	WINSTON, SALEM, DORAL	$ 2.50/carton
December 7-January 10	WINSTON, SALEM, DORAL	$ 2.50/carton

Important: Due to the higher than normal amount of the buy down, and the brands involved, please ensure that this promotion is worked in the following manner:

[] Account Managers (responsible for Shop Rite Member Groups): Present Program and dates to key person. If possible, sell prebook, forward to me.

[] Sales Reps (responsible for independent stores): Present Program and dates to manager or owner. If possible, sell prebook, forward to me.

[] Retail Reps (responsible for all stores): Contact Non Food Manager. Present Program. Encourage extra orders on key brand styles.

Attached is a "sell sheet" to be used when contacting your Shop Rite Group or Store.

Note to ROU's: Please make a copy of the "sell sheet" and forward to all Retail Reps responsible for Shop Rite Stores (supermarkets only)

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Source: https://www.industrydocuments.ucsf.edu/docs/glwy0000